

SID FUNDAMENTALS SERIES
STARTUP DIRECTOR FUNDAMENTALS

Date:	Friday, 3 August 2018	
Time:	9.00 am to 5.30 pm (Registration starts at 8.30 am)	
Venue:	BASH, Blk 79, #03-01, 79 Ayer Rajah Crescent, Singapore 139955	
CPD Hours:	8 Hours	
SID Member:	S\$520.00 (excl. of GST)	S\$556.40 (incl. of GST)
Non-SID Member:	S\$660.00 (excl. of GST)	S\$706.20 (incl. of GST)

Programme Outline

This course provides a broad-based understanding of what directors, startup founders and new business owners need to know on the best practices for establishing and growing startup businesses, and the essentials of corporate governance and fund raising, and their implications on business strategies.

Structured like a workshop, there will be interactive sessions with mentors from the government and the investor community who will share their knowledge and experiences, and conduct brainstorming sessions with participants on business models and fund raising. The panel discussions will incorporate sharing of founder-cum-investor success stories and discussion of the unique challenges of startups.

The course comprises four key areas essential to startup directors:

1. The startup ecosystem and regulatory environment.
 - a. The players in the startup ecosystem.
 - b. The roles and responsibilities of startup founders.
 - c. The roles of key governmental bodies such as ACRA, IRAS and MAS.
2. Startup corporate governance and directorships
 - a. Role of the board
 - b. Comparison of boards of startups with established companies.
 - c. Comparison of boards over stage of growth of a startup
 - d. Relationship of the board and the founder CEO over life cycle of startup.
3. Startup funding options and government support in Singapore.
 - a. Different modes of funding: seed, angel, VC funding, Series A/B/C rounds (private equity) and tips for approaching investor community.
 - b. Grants through Enterprise Singapore, and other government bodies.

4. Key components of financial management for startups.
 - a. Financial reporting fundamentals for the board and regulatory bodies.
 - b. Term sheet fundamentals for structuring business proposals.
 - c. Importance of equity and control at every stage of funding.

Programme Highlights

8.30 am Registration and networking

9.00 am Welcome by SID

9.10 am **Understanding the startup ecosystem and regulatory environment**
Mr Terence Quek, Partner, Rajah & Tann Singapore

10.10 am Teabreak

10.30 am **Startup corporate governance and directorships**
Mr Rob Bier, Partner, Trellis Asia

12.00 pm Lunch

1.00 pm **Startup funding options and government grants or support in Singapore**
Ms Shirley Wong, Managing Partner, TNF Ventures

2.00 pm **Key components of financial management for startups**
Mr Hian Goh, Founding Partner, NSI Ventures

3.00 pm Teabreak

3.15 pm **Panel Discussion**

Moderator:

Ms Tan Yen Yen, President, Asia Pacific Vodafone Global Enterprise

Panellists:

Mr Lim Soon Hock, Founder and Managing Director, Plan B ICAG Pte Ltd

Mr Jayesh Parekh, Managing Partner, Jungle Ventures

Mr Tong Hsien-Hui, Head of Venture Investments, SGInnovate

Mr Eugene Wong, Founder and Managing Director, Sirius Venture Capital

4.30 pm **End of Programme**

Speakers Profile



Mr Terence Quek
Partner, Rajah & Tann Singapore

Terence Quek is a Partner in Rajah & Tann Singapore's Corporate Commercial (of which he is also the Deputy Head) and M&A Practice Groups. Terence has more than 15 years of experience in mergers and acquisitions, PE/VC investments, local and cross-border joint ventures, corporate restructurings, corporate rescues and general commercial law.

He has advised on the sale and purchase of companies, undertakings and businesses in almost every sector of industry, including banking, insurance, manufacturing, IT, pharmaceuticals, property development and healthcare providers (hospitals as well as clinics), just to name a few. He is also actively involved (for investors and investees alike) in a wide range of PE/VC investment transactions, from seed financing to early stage investments to growth capital, and joint venture deals involving both local and cross-border entities.

He graduated from the National University of Singapore in 2001 and was admitted as an Advocate and Solicitor of the Supreme Court of Singapore in 2002 and to the Roll of Solicitors of England and Wales in 2008.

Terence was a tutor with the NUS Law School's Legal Case Studies programme. He has also been recognised by Singapore Business Review as one of Singapore's 40 Most Influential Lawyers Aged 40 and Under in 2015.



Mr Rob Bier
Partner, Trellis Asia

Rob heads up the Leadership practice area for Trellis. Trellis provides support across the organization's 'full stack' including Leadership, People Ops, Management, Teams & Culture.

Rob's expertise is in coaching entrepreneurs & CEOs, developing high-performing teams and designing scalable organizations. Prior to coaching, he was founder & CEO of a FinTech company acquired by Citigroup, a co-founder at Antfactory, one of Europe's first digital venture capital firms, and a partner at Monitor Group, the strategy consulting firm. He is the non-executive chairman of MoneySmart in Singapore.

Rob has coached full-time for six years and has trained in a number of methods to sharpen his skills. His clients include Apple, Carousell, Expedia, PropertyGuru, Trax Technology, TradeGecko & Traveloka.

Rob studied coaching with Prof Chris Argyris, at the Coaches Training Institute, and with Nancy Kline of Time to Think. He has an engineering degree from Stanford University and an MBA from Harvard.



Ms Shirley Wong
Managing Partner, TNF Ventures Pte. Ltd.

Shirley Wong is an entrepreneur and has more than 28 years of experience in the IT & Technology industry. Currently she is the Managing Partner of TNF Ventures Pte Ltd, an early stage venture fund that focus on technology startups. Prior to the current role, she oversees the management of the BT Frontline group in Asia Pacific. She was the Chairman of Singapore Infocomm Technology Federation from 2013 to 2016.

Shirley co-founded Frontline Technologies in 1994, and it was listed on Singapore Exchange in March 2001. Under her stewardship, the company has grown from a team of 8 to 5000 workforce spread across 11 countries in Asia Pacific. Subsequently, the company was acquired by British Telecom Global Services in March 2008.

She has been active in the startup scene, helping startups to secure funding, access to resources and market connections. She is passionate about entrepreneurship and actively help build the startup community in Singapore.

Shirley serves on the board of Infocomm Media Development Authority of Singapore, Singapore Science Center, Assurity Trusted Solutions, National Kidney Foundation and Accel Systems & Technologies. She is appointed as Chairman of President's Technology Award, Chairman of NKF Volunteer and Patient Advocacy Committee, member of Temasek Polytechnic IT School Advisory Council, and member of the TechSkills Accelerator Governing Council.



Mr Hian Goh
Founding Partner, NSL Ventures

Hian Goh is a founding partner of NSI Ventures (to be rebranded to “Openspace Ventures”). He currently serves on the boards of Chope, Zimplistic, Love, Bonito, Grain, FinAccel and Axinan. He has fifteen years of experience building companies, raising capital as well as investing in and advising early-stage companies.

Prior to co-founding NSI Ventures, he co-founded and built Asian Food Channel (“AFC”), a 24-hour pay TV channel, and after several rounds of venture capital funding from institutional investors, including Vickers Financial Group and Symphony Capital, sold AFC to Scripps Networks Interactive in 2013. The AFC investment won the Singapore Venture Capital Association’s Best Performing Venture Capital Investment award. Hian was also the recipient of the DBS Spirit of Vision Prestige Award for Singapore entrepreneurship. He has previously been a mentor and advisor at JFDI (a Singapore based technology incubator), an Entrepreneur-in-Residence at INSEAD and a member of the deal review committee for Infocomm Investments in Singapore (a division of the Singapore government focused on technology investments). Prior to AFC, Hian founded a BPO (Business Process Outsourcing) company in China and was a founding member of the Saloman Smith Barney TMT investment banking team in Singapore from 1999 to 2001.

Hian has a degree in jurisprudence (Law) from Trinity College, Oxford and an MBA from INSEAD Singapore.



Ms Tan Yen Yen
President, Asia Pacific for Vodafone Global Enterprise

Ms Tan Yen Yen is President, Asia Pacific for Vodafone Global Enterprise. She was previously Regional Vice President and Managing Director of Asia Pacific (South) for SAS Institute. Prior to joining SAS, she was Senior Vice President of Applications for Oracle Asia Pacific and Vice President and Managing Director for Hewlett-Packard Singapore (HP).

She is currently the Chairman of Singapore Science Centre, Director of Singapore Press Holdings, Director of Gemalto, Director of Defence Science and Technology Agency, and Director of Cap Vista.

She was also awarded the “Most Inspiring Women” by *Women’s Weekly* Great Women of our Time Awards in 2009, the 7th International Management Action Award in 2010, the “IT Leader of the Year Award” in 2011 by the Singapore Computer Society and Top 10 Women in The Peak’s 2015 Power List.



Mr Lim Soon Hock
Founder and Managing Director, Plan B ICAG Pte Ltd

Mr Lim Soon Hock has more than 30 years of experience as a board member, CEO, technopreneur and private investor, across various highly competitive industries in a global environment.

He is best known as the former Vice President and Managing Director of Compaq Computer Asia Pacific, for taking the company to US\$1 billion from under US\$30m – in just seven short years -- in what was arguably the most difficult market in the world then.

Soon Hock is currently the Founder and Managing Director of PLAN-B ICAG Pte Ltd, a boutique corporate advisory firm, which he set up in 1996. Post Compaq, he has been involved in taking companies public, M&As and consulting for several global MNCs and promising SMEs. He has also shortlisted 300 start-ups from the many proposals that he received and invested in more than 30, with successful exits of 6 (close to 20 %) of them.

He continues to sit on the boards of several government agencies, public listed and private companies, as well as not-for-profit organisations.

Soon Hock is on the mentorship panels of the Institute of Chartered Accountants England & Wales, Singapore Business Federation, DBS BusinessClass, SMU's Final Capstone Project Presentations and IES Advanced Engineers Leadership Programme.

He has also been a member of the panel of judges for various business plan's competitions, for example SiTF Awards, Start-Up Singapore, Singapore Prestige Brand Award, SMU's Master of Innovation Programme's Final Capstone Presentations and Raffles Business Symposium, to name a few.



Mr Jayesh Parekh
Managing Partner, Jungle Ventures

Jayesh is a Managing Partner at Jungle Ventures, a Pan-Asian Venture Capital fund. He was one of the Founders of Sony Entertainment Television, a major television network of Sony Pictures Entertainment. He is a board member of Sanctum Wealth Management, One Animation (animation & special effects), Picdot (Flickbay: Bollywood App) and Milaap (crowd-sourced lending platform).

Jayesh is an active social impact investor, and has investments in various Venture Capital funds in Silicon Valley and start-up enterprises across the broad technology and digital media space. He spent over 12 years at IBM in various technical and sales positions based in Houston and Singapore, and part of the team that brought IBM back to India.

Jayesh is on the Board and the Investment Committee of Aavishkaar India II Fund, which is a social impact fund. Jayesh has served on the Board of United Way International for 6 years, and he was on the Board of SONG, a fund owned by Soros, Omidyar Network and Google, which invests in SMEs in India that meet social objectives.

Jayesh holds a Bachelors degree in Electrical Engineering from Maharaja Sayajirao University of Baroda in India and a Masters degree in Electrical Engineering from the University of Texas at Austin. He is an Entrepreneur-in-Residence at INSEAD, a member of TiE Angels, and Indian Angel Network.



Mr Tong Hsien-Hui
Head, Venture Investments, SGInnovate

Hsien-Hui brings with him, in-depth knowledge and experience in the Business Development and Venture Capital spaces in Australia, Europe, Singapore and the US.

As the Head, Venture Investments, Hsien-Hui oversees SGInnovate's investments efforts, which target high-potential, deep technology startups working on areas such as Artificial Intelligence, Autonomous Vehicles, MedTech and Blockchain.

Prior to joining SGInnovate, he was the Managing Partner, Asia Pacific for Wassax Ventures. He has also served as the CEO of the National University of Singapore Society (NUSS) and Vice President at Staples. In the early 2000s, he co-founded a data mining company, which was sold to a global bank two years later.

Hsien-Hui graduated in 1998 from NUS with a Bachelor of Engineering.



Mr Eugene Wong
Founder and Managing Director, Sirius Venture Capital

Eugene is the founder and managing director of Sirius Venture Capital (SVC), a venture capital company he founded in 2002. SVC focused mainly in the F&B sector, among its past and present investments include Ajisen China, Paradise Group, Japan Foods Holdings, OJJ Foods, Singapore Kitchen Equipment, Neo Group and Ajisen China and Ajisen Japan. In the start-ups area, Eugene has started investing since 2000, he was an early investor in Reebonz, an eCommerce firm and in several Food and Agri Tech startups, such as Hargol Food Tech and SuperMeat from Isreal; MicroGen BioTech from Ireland, Agfunder and Chapul from USA, Mekhala from Singapore and LaLaMove from HK. He is currently the Chairman of CrimsonLogic and Global eTrade Services (GeTs) as well as the Vice-Chairman of Japan Foods Holding and SBF's China North Asia Business Group (CNABG). Most recently, he was appointed Business Advisor to SPH's Han Culture and Education Group. He is a Chartered Director (CDir) and Chartered Financial Analyst (CFA). He graduated with a BBA First Class Honours from NUS Business School and obtained a MBA from Imperial College. He attended the Owners President Management (OPM) program from Harvard Business School.

REGISTRATION

Please register online at www.sid.org.sg by **27 July 2018**.

Should you require assistance, contact us at:

The Secretariat

Tel: 6422 1188

Fax: 6422 1199

TERMS AND CONDITIONS FOR SID COURSES/EVENTS

SID's courses and events are subject to terms and conditions as set out below. The Institute reserves the right to change these terms and conditions without notice.

COURSE/EVENT REGISTRATION

A participant is successfully enrolled for the course/event once an invoice is generated.

NO CANCELLATION

There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

NO-SHOW

There will be strictly no refund of fees for no-show.

REQUEST FOR REPLACEMENT OR DEFERMENT

Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby a SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.

CANCELLATION OF COURSE/EVENT BY SID

SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable efforts to notify participants of changes, should they happen.

If SID cancels a course, a full refund will be made to the participants.

CPD HOURS

CPD hours/attendance letter is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Assessment Form only at the end of the event.

CAR PARK COUPONS

There will be no complimentary car park coupons. The nearest station is One North (Circle Line) – Exit C (Fusionopolis). For those driving, the carpark charge is \$1 per 30 min on weekdays before 6 pm.

PAYMENT POLICY AND OPTIONS

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment

Log in to your account at www.sid.org.sg
Select invoice to pay at “My Open Invoices”.

2. Cheque Payment

Payable to: Singapore Institute of Directors (please quote invoice number behind the cheque)
Mail to: 168 Robinson Road, #09-06, Capital Tower, Singapore 068912
Attention to: Finance Department

3. Telegraphic Transfer

Bank Name: DBS Bank Limited
Branch: Raffles Place Branch
Bank Code: 7171
Beneficiary Name: Singapore Institute of Directors Account Number: 048-016620-2
Swift Code: dbsssgsg
Reference: Please quote invoice number
(Note: All bank charges are to be borne by the applicant)